

TRAVEL INFORMATION



Ontario Department of Travel and Publicity

1 NO.6 HON. BRYAN L. CATHCART, MINISTER C.D. CROWE, DEPUTY MINISTER JUNE 1957

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K.O.B *

(Which Way Paradise?)

If travel folders are any indication of public sentiment, then one thing seems certain. You and I are looking for "PARADISE".....any form of it from a "Tourist's Paradise" to a straight "Fisherman's Heaven." But paradise we seem to want, and any travel brochure that omits this magic word runs the risk of being dropped in the nearest waste basket.

Let us face up to it manfully. The hackneyed phrases that promise us a "Vacation Valhalla" are here to stay. We must read carefully between the superlatives, applying a pinch of salt here and there, to determine which holiday spots deserve the title "Paradise", and which deserve a more suitable antonym.

Of course, all of Ontario's vacation lands are truly a "tourist's paradise" (advertisement), but if we may be a little more specific, we'd like to take our cue from the Indians and single out MANITOULIN ISLAND. The Ojibways and Ottawas had it figured this way: the greatest Spirit of them all, the Great Manitou, would dwell apart from everyone in the most beautiful region ever seen by mortal or immortal eyes. No home seemed more fitting to his dignity than the lovely Island we now call "Manitoulin."

Manitoulin deserves the title on more counts than historical association, for this largest fresh-water island in the world is spiced with many charms. Its deeply indented shore-line runs generally east and west for 100 miles, with its width varying all the way from two to forty miles. At Ten Mile Point you can stand on the promontory and view the same island-dotted waters and distant La Cloche Mountains seen by the Great Manitou himself. A drive through the quiet, pastoral countryside where the forest creeps to the edge of the road, brings you to sparkling inland lakes such as Manitou, Kagawong, and Mindemoya, or to busy communities from Little Current to Meldrum Bay. Around every corner is a reminder of days long past from the log cabins of the Indian Reserve to Dreamer's Rock where wisdom comes with sleep.

Add to Manitoulin's scenic charm and treasure chest of history and folklore, her first rate fishing, hunting, boating, accommodation and steaming turkey dinners, and we nominate her as the perfect answer to "Which Way Paradise?"

* K.O.B. means "Know Ontario Better"
Each month our column will feature a different city or area in Ontario.

Centennial Celebrations

Some of the outstanding festivals of the 1957 summer tourist season in Ontario will be Centennial Celebrations across the Province.

Waterloo "whoops" it up from June 26 to July 1. Highlights will be the City's 75th annual Band festival with scores of brass bands from many Canadian and U.S. cities participating, in Waterloo Park June 29, and the Second annual Waterloo Folk Festival, featuring displays of folk arts and crafts, folk dancing and many specialty food dishes.

The celebration will also include street dancing, a carnival, fireworks displays, harmonica and old-time fiddling contests, a beauty contest, a baby contest and a beard raising contest. A lucky draw will pay the winner \$ 100 a week for 52 weeks.

Oakville celebrates its Centennial June 29 to July 6 with everything from a mid-way to such stage performers as Alex Barris, Gordie Tapp and the Mainstreeters, Mart Kenny and Phyllis Marshall. Regattas, Sports Tournaments, scores of varied Parades, a 1000 pound cake and a beauty contest are just a few of the attractions and events offered to visitors and natives alike.

Other pretty communities such as Milton (June 26 -July 1) and Kemptville (June 30-July 6) plan similar events to celebrate their centennials.

SAIL NOW - PAY LATER

The first "Sail Now - Pay Later" plan ever offered by a steamship company has been announced by Hawaiian Steamship Company Ltd.

Officials report that credit approval at any of their offices in the U.S. Canada, Hawaii and Alaska, is usually granted within 24 hours.

GUEST EDITORIAL

HERB THIELE

Managing Director of Ontario
Tourist Courts' Association

Much has been said and written about the need for more publicity to bring visitors to our fair Province. It seems to me, however, that one of the most important fields of tourist promotion still needs a great deal of attention. This field is that of educating our own people to the value of the tourist industry.

While it is true that government agencies, CTA and the like have been telling the public year after year of the economic value of this industry to Canada, I am afraid that most of these words of fact and wisdom have been absorbed only by those of us already in the tourist business. It is the general public that needs this education to the greatest degree. At the municipal level we still find great apathy and suspicion when it comes to talking about the tourist industry. Many people still feel that the tourist dollar reposes almost in its entirety in the hands of those who come in direct contact with it. Government statistics have very clearly shown the distribution of this expenditure, but there is a very definite feeling that these figures are somehow cooked up by the tourist industry; particularly when they are presented or quoted by people in the industry to those that are not.

The tourist promotion field is not purely for those in the tourist business. We must direct our attention to the man in the street; the working man in industry and commerce; officials in local government and others who somehow feel that they are merely spectators in the tourist or travel business. A substantial portion of the publicity efforts of all tourist associations and government agencies should be directed toward an educational campaign, designed not only to inform but convince the general run of our public of the value, yes, the need for tourist dollars in the community, province and country.

Throughout the communities of Ontario much effort is being directed to encourage new industry. This is

FROM THE DESK OF

THE SECRETARY

ARCHAEOLOGICAL & HISTORIC SITES BOARD OF ONTARIO

This Board was placed under the jurisdiction of the Department of Travel and Publicity in June, 1956. It is composed of nine private citizens under the chairmanship of Mr. W.H. Cranston of Midland, who advise the Minister on matters relating to the archaeology and history of Ontario. Among its members are some of the most distinguished historians and archaeologists in the Province.

The Board was originally set up to prevent the despoilation of important archaeological sites by unqualified persons. This is done by means of "Designation" by the Minister under authority of the Archaeological & Historic Sites Act of 1953.

Perhaps the most important function of the Board at the present time is the erection of plaques throughout the Province to commemorate persons, events and structures of historical importance. This involves painstaking care and research and a great deal of work to assure the maximum publicity for each of the official unveiling ceremonies.

The permanent staff of the Board are kept busy answering inquiries on historical matters received from the general public or other branches of the Department. They are also available to give technical advice regrading historical publications and other departmental undertakings.

The members of the Board itself have taken every opportunity to address meetings and attend relevant conferences, since their chief aim is to stir up an interest in local history among our own citizens. By so doing, it is hoped that Ontario's historical heritage will be preserved and developed.



On the 19th of May the Archaeological and Historical Sites Board of Ontario unveiled an historical plaque at Christ Church, the Mohawk Chapel on the TYENDINAGA Reserve, near Deseronto, to honour the famous Mohawk Chief Oronhyatekha. Shown above (left to right) Chief Hill of the Reserve, Nelson Green, Mr. Roscoe Robson, M.P.P. for Hastings East, Shirley Doreen, The Hon. Kelso Roberts, Attorney General of Ontario, Professor G.F.G. Stanley of R.M.C. Kingston, His Grace Bishop Evans of Ontario, Mr. Frank S. Pollwell, M.P. for Hastings South, and His Worship Dr. D.C. McVicker, Mayor of Deseronto.

(CONTINUED NEXT PAGE)

to provide employment and tax revenue and is described as a prime need for all. Many town and city councils fail to realize that they have within their grasp the second largest industry in the country, which needs only development and promotion. This job has fallen, in most cases, entirely on the shoulders of the very few who are far-sighted enough to realize the tremendous potential, and work on it, often single-handed and against local opposition. Even among those who directly benefit from the tourist business, there are far too few giving either their efforts or contributing funds toward its development.

The tourist industry, like any industry, provides tax dollars to the community; it provides jobs directly, and certainly also indirectly; its purchasing power within the community is tremendous. Both by the visitors themselves and the operators of those establishments catering to them, the tourist business affects the prosperity in the daily lives of every businessman and resident of that community.

I believe it should be the duty of every tourist operator to make his voice heard in convincing others of these facts. It should be a prime target for the associations in our industry and for the Dept. of Travel and Publicity in the allocation of their advertising budgets.

It has been said many times that the general attitude by our people toward our visitors has a great effect on the tourist business every year. Each one must do his part with courtesy, friendliness and a genuine feeling of welcome. But this is not a job only for those in the tourist industry. It is the duty of all officials at local and provincial levels of government to encourage and develop this important industry. In neglecting to do so they are doing a disservice to their people. It is a major task for all of us in the industry to educate, convince and encourage the public to feel a part of this industry. Make them aware that, as we say in OTCA, "Tourist Business is everyone's Business", and everyone benefits.



HERB THIELE

Herb Thiele, a young man of 37 years, has been lending his talents and energies to the tourist business since 1945. His training in dealing with the public started after high school with four years banking experience before entering the army. On discharge Herb entered Queen's University, helping his family develop a tourist business during the summer months. After graduating with a B. Com. and B.A. in 1949, he decided to give up the banking career and devote full time to the tourist business.

Herb is active in all phases of tourist affairs: Chairman of the Gananoque Chamber of Commerce Publicity Committee; Vice-Pres. of the 1000 Islands Rideau Lakes Association; Vice-Chairman of the newly formed 1000 Islands International Publicity Council; and a director of the Canadian Tourist Association. As one of the original founders of the Ontario Tourist Courts Association, Herb has been on its Board of Directors since its inception, serving as Chairman of Membership, Vice Pres., and later President. Presently, he is Managing Director of that Association which as a trade organization is the recognized voice of the motel industry in Ontario, and as a promotional group has made the OTCA insignia emblem recognized by the motoring public as the symbol of good accommodation along Ontario highways.

From a nucleus of some 30 members, OTCA has grown to over 200 motels, all actively engaged in developing Ontario's tourist industry and encouraging the continued improvement in the accommodation for our visitors.



For Galt and district residents who are thinking about their summer vacations there is a host of suggestions offered in the display rack which is located in the business office of the Galt Evening Reporter. There is a wide selection of brochures describing first class resorts in Ontario and also the latest road map of the Province of Ontario.

NEW PLEASURE MAP

Local chambers of commerce and promotion groups have helped prepare a new "Pleasure Map" of the Thousand Islands, second in a series of "Pleasure Maps of America."

It is planned to give this 17 by 22 inch, four colour map to travel counsellors of auto clubs in major cities, writers of travel columns and editors of travel magazines. The map embraces Watertown, Cape Vincent, Clayton, Alexandria Bay, Brockville, Gananoque and Kingston.

All important sights and scenes will be described and located, such as boat tours, old castles, museums, Famous sights, Indian lore and other tourist attractions.

Trial Program

Fifteen U.S. railroads have agreed to pay 5 per cent commission on point to point trips to travel agents and tour operators recognized by the Rail Travel Promotion Agency.

The program begins this month and continues for a trial period of one year. The 5 per cent commission will be available on point to point travel to and from a specified number of cities throughout the United States and in Canada. A complete list of these cities is available from the RTPA, Room 436 Union Station, 516 West Jackson Blvd., Chicago 6, Illinois.

NUMBER OF VEHICLES ENTERING

ONTARIO ON TRAVELLER'S

VEHICLE PERMITS IN MAY:

1955	1956	1957
127,378	97,620	112,473

CHANGE IN 1957--- + 14,853

WATER SAFETY

Miss Charlotte Keens, Publicity Director for Water Safety Week held from June 16 - 22 reminds us that 416 lives were lost through drowning in Ontario in 1956.

The Water Safety Dept. of the Canadian Red Cross Society urges you to obtain a small, wallet-sized card on the Holger Nielson method of Artificial Respiration. These may be obtained from their office at 460 Jarvis Street, Toronto 5.

We hope that this publication proves of interest and value to you. Travel news, suggestions, announcements of projects, programs, conventions, etc. will be welcomed and included wherever possible. Copies of "Travel Information" are available on request. Letters should be sent to F.A. Venn, Director, Information Branch, Dept. Travel & Publicity, 67 College Street, Toronto.

MEET YOUR DEPARTMENT



(DON F. McOUAT)

To Don McOuat, Secretary of the Archaeological and Historic Sites Board, falls a great responsibility in preserving and bringing to life, the history of this Province. With the assistance of a small permanent staff, Don hopes to reach the Board's target of 50 new, commemorative plaques this year.

Although Don defines the project simply and with becoming modesty, the lay person can form some idea of the amount of documents that must be uncovered and analyzed and the painstaking research that must be done before each plaque is inscribed and erected. A task of this nature requires a high degree of scholarship and scholarly patience, and these qualities are found in Mr. McOuat.

Born in Ottawa, he received his Bachelor of Arts in History and Political Science Honours from Bishop's University in 1939, and his Master's degree in History from McGill University in 1948. He also received his Diploma in Archives Administration from American University, Washington, in 1950. Adding to his formal education through professional experience, Don served on the staff of the Provincial Archives from 1950 to 1956.

At the outbreak of W.W. two, he joined the Canadian Army and served from 1940-45 in the U.K., Sicily, Italy, Holland and Germany with the First Anti-Tank, First and Second Anti-Aircraft Regiments, R.C.A. and the Lanark Renfrew Scottish Battalion, C.I.C. Upon being discharged with the permanent rank of Captain, Don was regarded by his superiors as being one of the finest officers in their command.

Between unveiling ceremonies this year, Don hopes to see his wife and four year old son occasionally, and lend his efforts as Secretary of the Toronto Township Boy Scout Executive.



COMING EVENTS

DATE	PLACE	EVENT
July 21	Rosspport	Twelfth Annual Fish Derby
July 24-27	Pt. Dalhousie	Royal Canadian Henley Regatta
July 27	Arnprior	Racing Outboards and Inboards
July 27	Hamilton	Stock and Racing Outboards
July 27-Aug.3	Port Arthur	Port Arthur Centennial Celebrations
July 31	Bewdley	Rice Lake Regatta
July 31-Sept.6	Stratford	Stratford Music Festival

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